QuickTime and Enhanced CDs

Session 725

QuickTime and Enhanced CDs

Glenn Bulycz
Sr. Product Manager, QuickTime
bulycz@apple.com

QuickTime and Enhanced CDs

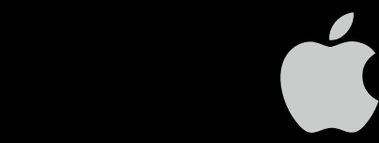
Jon Masciana
jmasciana@earthlink.com

Enhanced CDs—Music Label Perspective/Goals

- Combat music piracy
- Offer compelling multimedia components ("added-value") to audio media
- Obtain detailed consumer demographic information

Overview of CD-Rom/CD Extra “Blue Book” Format

- “Red Book” audio is the standard for audio CD media (single session)
- Enhanced CD specification is referred to as “Blue Book” standard (multi-session—data/audio)
  - Session one contains audio, up to 98 tracks
  - Session two contains the ROM section, usually pressed as a MAC/PC Hybrid session
  - ~27MB (3-minute) “lead out/lead in” gap between the first and second sessions



Components of Common E-CDs

- Quicktime (Sorenson 3 codec 1500MB/s 320x240 video; occasionally 2500MB/s and 512x384 frame rate)
- Web links
- Photo gallery
- Join mailing list
- Additional music content
- Access to exclusive web content

Benefits of E-CD Development With Director

- Ease of integrating/importing multiple file formats (Quicktime/MPG/multiple audio formats)
- Database connectivity in and out of applications
- Scalability (plug-ins, Xtras, ActiveX components)
- Ease of importing other design components (Flash MX, etc.)

Problems With Director as E-CD Authoring Tool

- Must author projectors in multiple OS environments (PC, MAC OS9, OS X)
- Audio issues with MP3 playback in projector files on many OS platforms
- Large projector file size—too much “real estate” space taken on limited space media

HARRY SALTZMAN ... ALBERT R. BROCCOLI ...
Sean Connery
... James Bond 007
IAN FLEMING'S
"Diamonds Are Forever"
Forever
Forever
Forever
Forever
Forever
JILL ST. JOHN ... CHARLES GRAY
Poster Gallery
MOONRAKER
THE SPY WHO LOVED ME
FOR YOUR EYES ONLY
ROGER MOORE
JAMES BOND 007
"THE MAN WITH THE GOLDEN GUN"
ROGER MOORE - JAMES BOND
"LIVE AND LET DIE"
back

THE VERY BEST OF

FLEETWOOD MAC

EXCLUSIVE
DOCUMENTARY
VIDEO

THE
VAULTS

SELECTED
DISCOGRAPHY

SONG
LYRICS

WEB
LINKS

~ EXIT ~

PAUSE MUSIC PLAY MUSIC

FLEETWOOD MAC LYRICS

CLICK SONG TITLE TO VIEW THE LYRICS

PLAY MUSIC PAUSE MUSIC

BACK TO MAIN MENU

GO YOUR OWN WAY
DREAMS
YOU MAKE LOVING FUN
RHIANNON
MONDAY MORNING
SILVER SPRINGS
SAY YOU LOVE ME
SECOND HAND NEWS
OVER MY HEAD
SARA
NEVER GOING BACK AGAIN
LOVE IN STORE
LANDSLIDE
SONGBIRD
WHAT MAKES YOU THINK YOU'RE THE ONE
STORMS
GO INSANE
TUSK
DON'T STOP
THE CHAIN
LITTLE LIES
GYPSY
THINK ABOUT ME
GOLD DUST WOMAN
WORLD TURNING
HOLD ME
SEVEN WONDERS
EVERYWHERE
FAMILY MAN
SISTERS OF THE MOON
AS LONG AS YOU FOLLOW
NO QUESTIONS ASKED
SKIES THE LIMIT
PAPER DOLL
I'M SO AFRAID
BIG LOVE

Don't Stop
(Christine McVie)

If you wake up and don't want to smile,
If it takes just a little while,
Open your eyes and look at the day,
You'll see things in a different way.

Don't stop, thinking about tomorrow,
Don't stop, it'll soon be here,
It'll be, better than before,
Yesterday's gone, yesterday's gone.

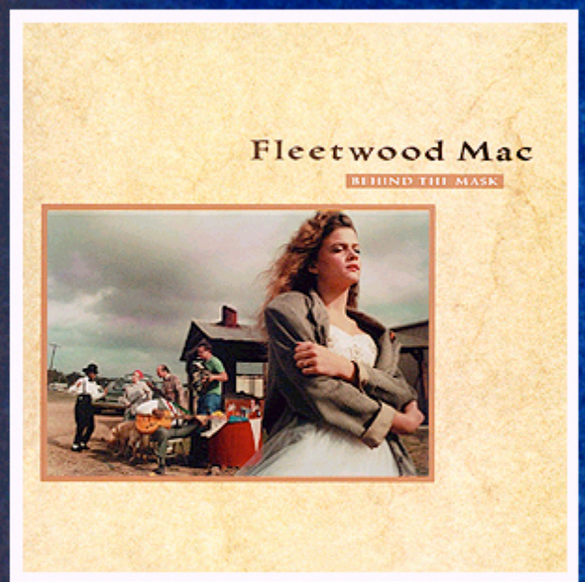
Why not think about times to come,
And not about the things that you've done,
If your life was bad to you,
Just think what tomorrow will do.

Don't stop, thinking about tomorrow,
Don't stop, it'll soon be here,
It'll be, better than before,
Yesterday's gone, yesterday's gone.

All I want is to see you smile,
If it takes just a little while,
I know you don't believe that it's true,
I never meant any harm to you.

Don't stop, thinking about tomorrow,
Don't stop, it'll soon be here,
It'll be, better than before,
Yesterday's gone, yesterday's gone.

Fleetwood Mac
Selected Discography



BEHIND THE MASK

SKIES THE LIMIT
LOVE IS DANGEROUS
IN THE BACK OF MY MIND
DO YOU KNOW
SAVE ME
AFFAIRS OF THE HEART
WHEN THE SUN GOES DOWN

BEHIND THE MASK
STAND ON THE ROCK
HARD FEELINGS FREEDOM
WHEN IT COMES TO LOVE
THE SECOND TIME

PLAY MUSIC

PAUSE MUSIC

BACK TO MAIN MENU

© 2001 New Line Productions, Inc. The Lord of the Rings and the characters, names and places therein, The Saul Zaentz Company™,
d/b/a Tolkien Enterprises, under license to New Line Productions, Inc. All Rights Reserved.

EXCLUSIVE ENYA ECARD

PREVIEW
PC DOWNLOAD
MAC DOWNLOAD

© 2001 New Line Productions, Inc. The Lord of the Rings and the characters, names and places therein, The Saul Zaentz Company™, d/b/a Tolkien Enterprises, under license to New Line Productions, Inc. All Rights Reserved.

Lord of the Rings: Case Example

- Exclusive content offered only to enhanced CD consumers
- 400,000 unique email subscriptions to exclusive Web content from E-CD registration
- Built-in fanbase and marketing set-up for future Lord of the Rings enhanced CDs

E-CDs and the World Wide Market

- Different version of most E-CDs must be created for the UK and other worldwide territories
- UK chart regulations
  - 15 minutes of video content
  - One web link to added content
  - No email capture

QCing Enhanced CDs (Label and User Perspective)

- Multiple testing on OS and hardware combinations
- Rigorous media, Director playback, and encoding testing
- QuickTime user issues (ideally a sniffer detect on Enhanced CD)

QuickTime and Enhanced CDs

Naveen Jain
SPARKART LLC
www.sparkart.com

Current State of E-CD's

Current State of E-CD's

- Overview
- Types of E-CD's
  - "Standard" E-CD
  - "CD Key" E-CD
- Capabilities often ignored
  - High quality media on CD
  - Web links to online community, etc.
  - Artist branded installable components

Label Perspective of E-CD's

Label Perspective

Current View

- Pain to produce and QA while juggling more important campaign elements
- Rushed due to late asset delivery
- Do people even use these things?

Label Perspective

Benefits

- Significant value add for consumers
- Music video content
- Live video content
- Exclusive audio content
- “Extra” content

Linkin Park “Meteora” Enhanced CD

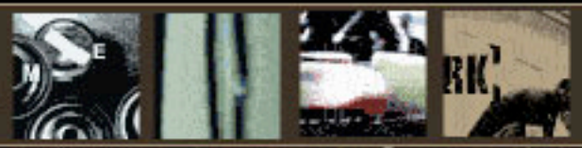
THE LINKIN PARK SCREENSAVER

STAY UP TO DATE WITH THE LATEST NEWS, TOUR INFORMATION AND VIDEO UPDATES FROM THE ROAD WITH THE LINKIN PARK SCREENSAVER. IN ORDER TO INSTALL THE SCREENSAVER, YOUR COMPUTER MUST MEET THE FOLLOWING MINIMUM REQUIREMENTS:

OPERATING SYSTEM: Windows 98, ME, 2000, or XP
CPU: Pentium III 600 mhz or higher
RAM: 96 MB of RAM or higher
AVAILABLE HARD DRIVE SPACE: 100 MB
OTHER SOFTWARE REQUIRED: Macromedia Flash Player 6.0 or higher

CLICK HERE TO DOWNLOAD THE LINKIN PARK SCREENSAVER.

AIM BUDDY ICONS
CLICK AN ICON TO INSTALL



LP ENHANCED CD | 0012081881311C
METEORA | NAVIGATION <<

HOME
ART OF METEORA
'SOMEWHERE I BELONG' VIDEO
LPTV
WEBSITE TOOL-KIT
EXTRAS
MERCH
LP UNDERGROUND
EXIT

LINKINPARK.COM | WBR.COM

Linkin Park Screensaver

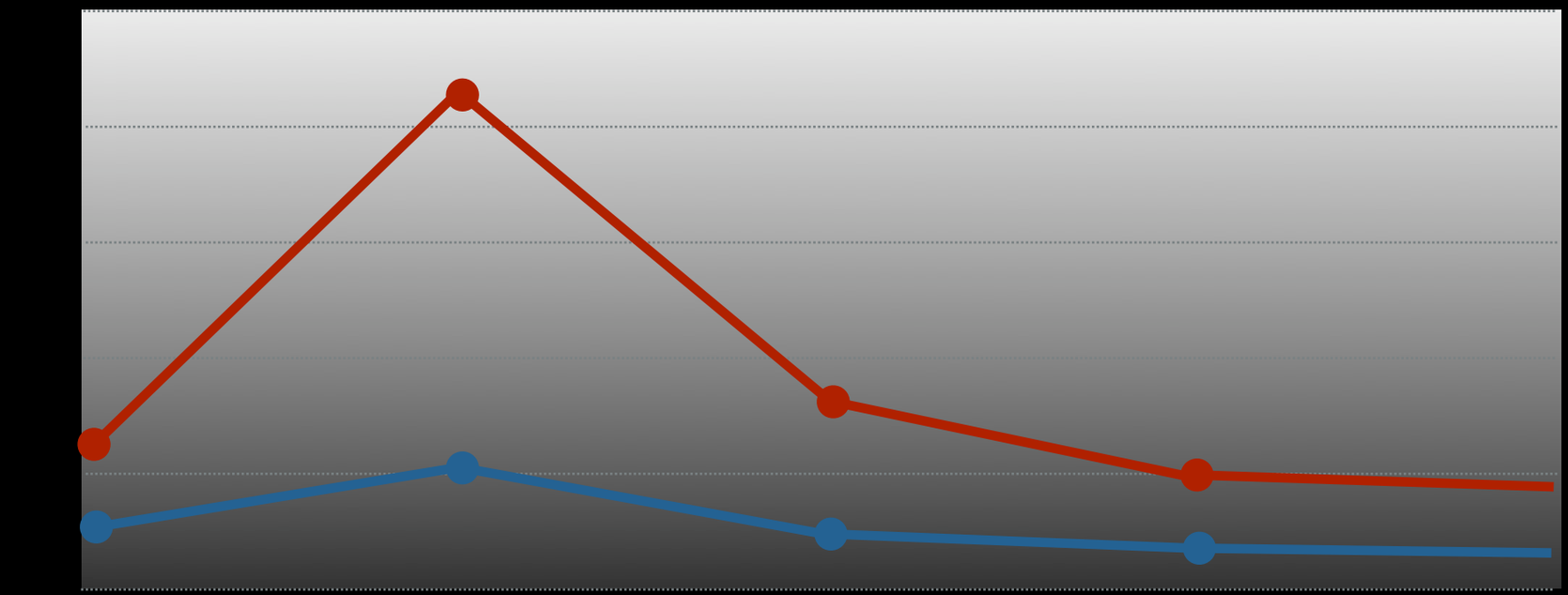
Label Perspective

Benefits (Cont.)

- Data collection
  - Growth opportunity for artist mailing list
  - Growth opportunity for label “genre” list
  - ECD usage statistics

Worldwide E-CD Usage

Personal Referral Activity



Type of Personal Referral	Unique Recipients	Total Referrals Sent	Response Rate
Instant Message			31%
Email			46%

Label Perspective

Benefits (Cont.)

- X-Sell opportunity
- Artist music catalogue
- Artist DVD X-Sell opportunity

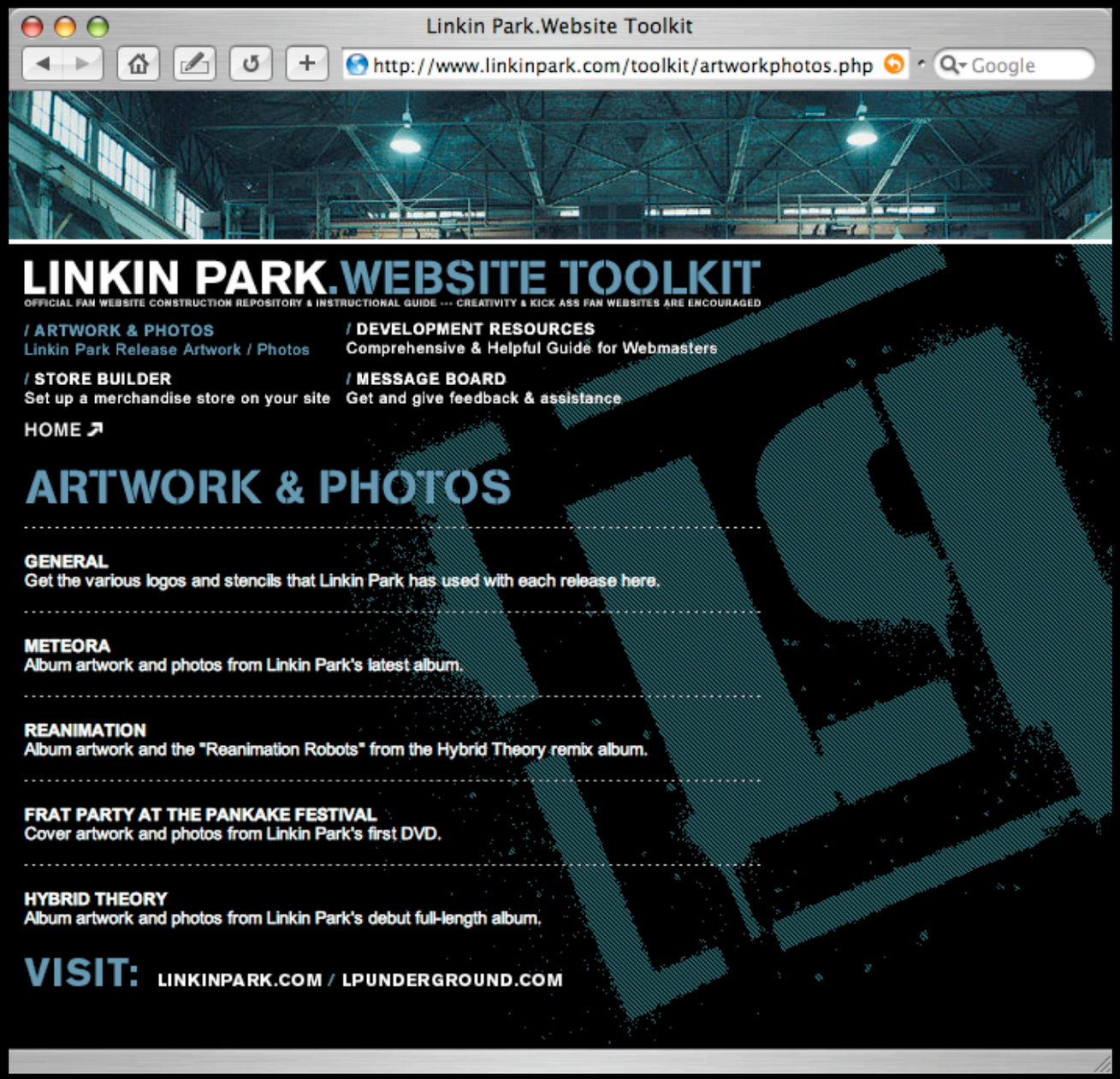
Label Perspective

Benefits (Cont.)

- "Viral" marketing tools on E-CD
  - E-mail to a friend
  - IM to a friend
  - SMS to a friend
- 30–60% proven response rate for consumer-powered "Viral" tools
- Website toolkit for fan webmasters

Linkin Park “Meteora” Enhanced CD

Linkin Park Web Toolkit



Label Perspective

Benefits (Cont.)

- Informational resource via database
  - Up to date artist news
  - Up to date tour schedules
  - Up to date tour journals
  - And much much more…

Label Perspective of E-CD's

Why Don't Labels Do Them?

Label Perspective

Concerns

- Cost
  - Another “New Media” line item for each artist
  - High cost of production tools

Label Perspective

Concerns

- Production timelines and QA
- Strict delivery time frames due to lengthy replication/ distribution process
- Reliant on asset delivery from other departments

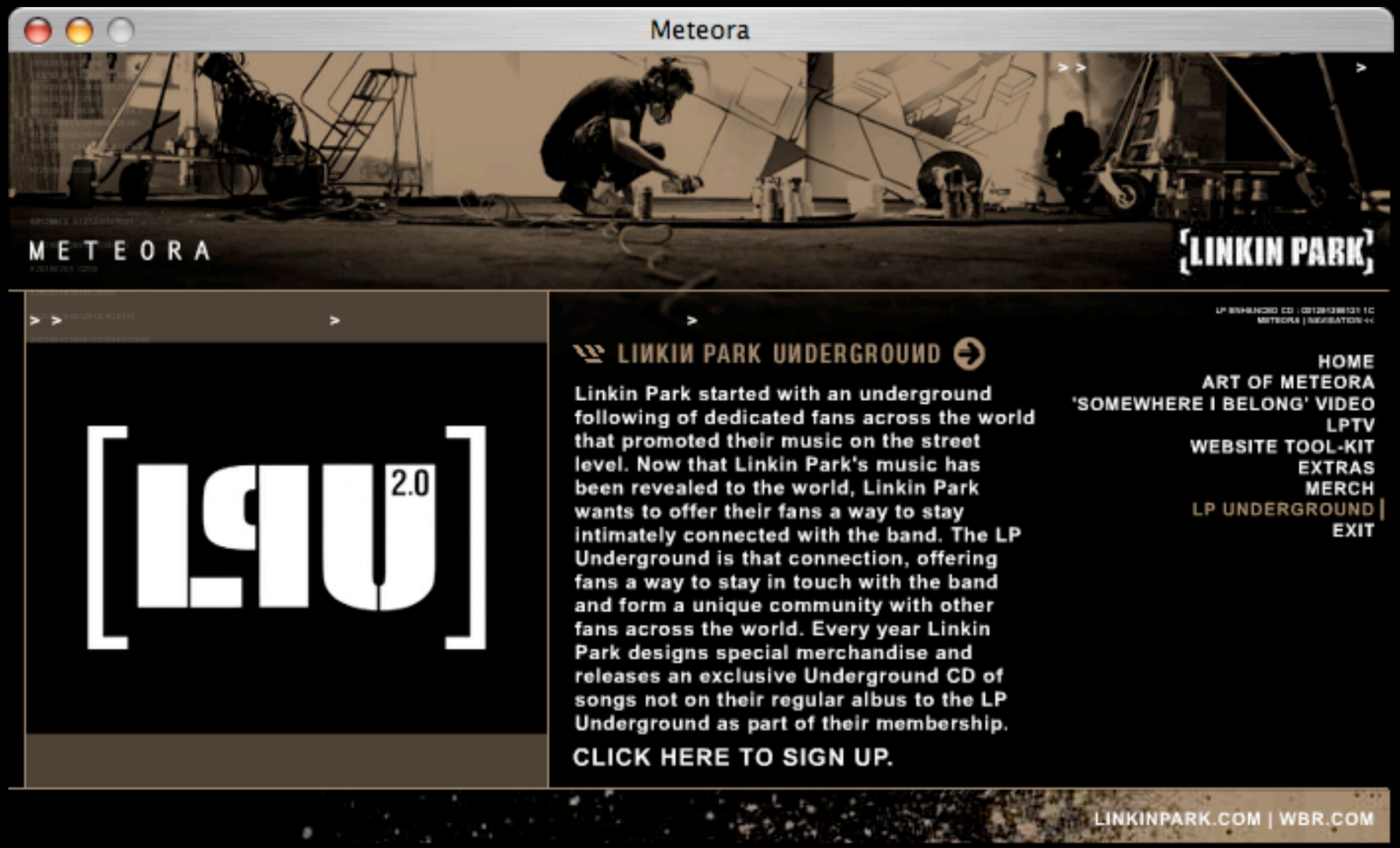
Artist Perspective of E-CD's

Artist Perspective

Benefits

- Fan relationship management
  - Official artist fan club links and discounts
  - Public community link
  - Direct communication links
    - Up to date artist news
    - Up to date artist tour schedule
    - Ability to offer exclusive contests and media through database connection
  - Street team and E-team links
  - Mailing list signup

Linkin Park ECD



Artist Perspective

Benefits (Cont.)

- "Viral" marketing tools on E-CD
  - E-mail to a friend
  - IM to a friend
  - SMS to a friend
- 30–60% proven response rate for consumer-powered "viral" tools
- Website toolkit for fan webmasters

Artist Perspective

Benefits (Cont.)

- X-Sell potential
  - Artist merchandise
  - Artist catalogue/DVDs
  - Artist fan club

Artist Perspective

Concerns

- Poor production by label

Consumer Perspective of E-CD's

Consumer Perspective

Current View

- Cheaply produced—low standards
- Lack of real content
- May not even work
- Limited value

Consumer Perspective

Potential Benefits

- Significant value add at no additional cost
- Access to truly exclusive content
- Communicate with other fans online
- Keep up to date on artist events, concerts, etc.
- Cool “extras” to “personalize” their computer

Future of E-CD's

Wrap Up

Roadmap—Thursday

	The Mission	Haight/ Ashbury	SOMA
9:00		723 The Real Story About MPEG-4 Visual Licensing	724 What's New With QuickTime VR?
10:30		725 QuickTime and Enhanced CDs	726 Cutting-Edge Projects Using QuickTime VR
12:00			
2:00	727 QuickTime Streaming Server Programming	728 Produce a Listening Party With QuickTime	729 Industrial-Strength Encoding
3:30		FF011 QuickTime Feedback Forum	
5:00			

Moved *to* Marina

Roadmap—Friday

	Pacific Heights	Haight/ Ashbury
9:00		
10:30	730 QuickTime Alternative Programming Environments	
12:00		
2:00	731 Internet Application Development: The New Frontier	
3:30		
5:00		

Who to Contact

Jon Masciana
jmasciana@earthlink.com

Naveen Jain
Sparkart LLC
info@sparkart.com

Guillermo Ortiz
QuickTime Technology Manager
quicktimeman@apple.com

http://developer.apple.com/wwdc2003/urls.html

For More Information

Documentation

General Information

http://www.apple.com/quicktime

Developer Information

http://developer.apple.com/documentation

QuickTime Information

http://developer.apple.com/QuickTime

Do Not Miss!

Lab: QuickTime Content Creation

Meet with QuickTime content experts for daily content specific topics that are of special interest to you. Bring your own media and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab: QuickTime Development

Meet with Apple's QuickTime engineers. Each day will emphasize a specific QuickTime development topic. Bring your own code and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab Hours

Monday	12:00pm to 6:00pm
Tuesday	9:00am to 6:00pm
Wednesday	9:00am to 6:00pm
Thursday	9:00am to 4:30pm
Friday	9:00am to 6:00pm

Q&A

Glenn Bulycz
Sr. Product Manager, QuickTime
bulycz@apple.com

http://developer.apple.com/wwdc2003/urls.html

WWDC 2003

Worldwide Developers Conference